

Smokeless Tobacco is Addictive and Dangerous

Smokeless tobacco causes cancer, increases the risk of fatal stroke or heart attack, reduces fertility in men and contributes to oral disease.^{2,3,4,5,12}

Smokeless tobacco can kill.

- The Surgeon General has determined that the use of smokeless tobacco can lead to oral cancer, gum disease and nicotine addiction.⁹
- Users of smokeless tobacco have an increased risk of death from heart attack or stroke.¹²

Smokeless tobacco is toxic.

- Chewing tobacco and snuff contain 28 carcinogens (cancer-causing agents). The most harmful carcinogens in smokeless tobacco are the tobacco-specific nitrosamines (TSNAs).¹³
- Nicotine content of smokeless tobacco is highly variable – high doses may present substantial stress on the cardiovascular system.¹⁴

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In 2010, nearly 12% of Montana men used smokeless tobacco regularly.⁷

- 5% of Montana 8th graders, 11% of 10th graders, and 17% of 12th graders have used smokeless tobacco in the last 30 days.⁶
- The percentage of Montana high school seniors who use smokeless tobacco has increased to 17%, from 14% in 2006.⁶
- 11% of American Indians in Montana use smokeless tobacco.⁷

Smokeless tobacco marketing is regulated by the FDA.

- It is prohibited to sell smokeless tobacco to anyone under 18, sell it in vending machines, or give away free samples in certain situations.⁸
- It is prohibited for smokeless tobacco product names to be associated with athletic, musical or cultural events.⁸
- As secondhand smoke restrictions increase, tobacco companies that have traditionally manufactured cigarettes invest in smokeless tobacco manufacturing, research, and marketing.

Flavored smokeless tobacco attracts new users and young people under age 18.

- Snuff, snus, dissolvables, and other innovative nicotine addiction devices are being developed and marketed, all to produce nicotine dependence in children who would otherwise avoid tobacco. New products are a current strategy of the tobacco industry to lead youth and others who wish to avoid smoking to believe that these products are not as harmful as smoking tobacco. None of these new products have been proven safe.¹⁵

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- While tobacco industry marketing of cigarettes is in decline, the marketing of smokeless tobacco rose 400% between 1986 and 2006.¹⁰
- Between 2006 and 2008, marketing of smokeless tobacco by the five major manufacturers rose another 54%, to almost \$548 million.¹¹

Sources

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Smokeless tobacco and cigarettes both reinforce nicotine addiction.

- The tobacco industry promotes smokeless tobacco as a compliment or alternative to smoking, suggesting that it can be used alternately with cigarettes.¹⁵ Such use is likely to lead to an escalation of nicotine addiction, using both smokeless tobacco and cigarettes.¹⁷
- Previous studies have shown that for adolescent boys who use smokeless tobacco, the odds of becoming a smoker are 3X higher.¹⁶